



## Spring! . . . for everyone but her

In her lovely Newport garden she stood—a bitter disappointed, lonely woman at 33.

It was Spring—for every one but her.

On a branch of apple blossoms a robin poured out a gorgeous proposal in song. Deep in the wistaria, many wrens were mating. Beyond the hedge a curly-haired boy and a sweet slip of a girl walked silently hand in hand. But in her life there was no romance.

Why was she still single? Once she could have picked and chosen from many suitors. Now she had none. Even time-tried women friends seemed to avoid her. She couldn't understand it . . .

Halitosis (unpleasant breath) is the damning, unfavorable, social fault. It doesn't announce its presence

to its victims. Consequently it is the last thing people suspect themselves of having—but it ought to be the first.

For halitosis is a definite daily threat to all. And for very obvious reasons, physicians explain. So slight a matter as a decaying tooth may cause it. Or an abnormal condition of the gums. Or fermenting food particles skipped by the tooth brush. Or minor nose and throat infection. Or excesses of eating, drinking and smoking.

Intelligent people recognize the risk and minimize it by the regular use of full strength Listerine as a mouth wash and gargle. Night and morning. And between times before meeting others.

Listerine quickly checks halitosis because Listerine

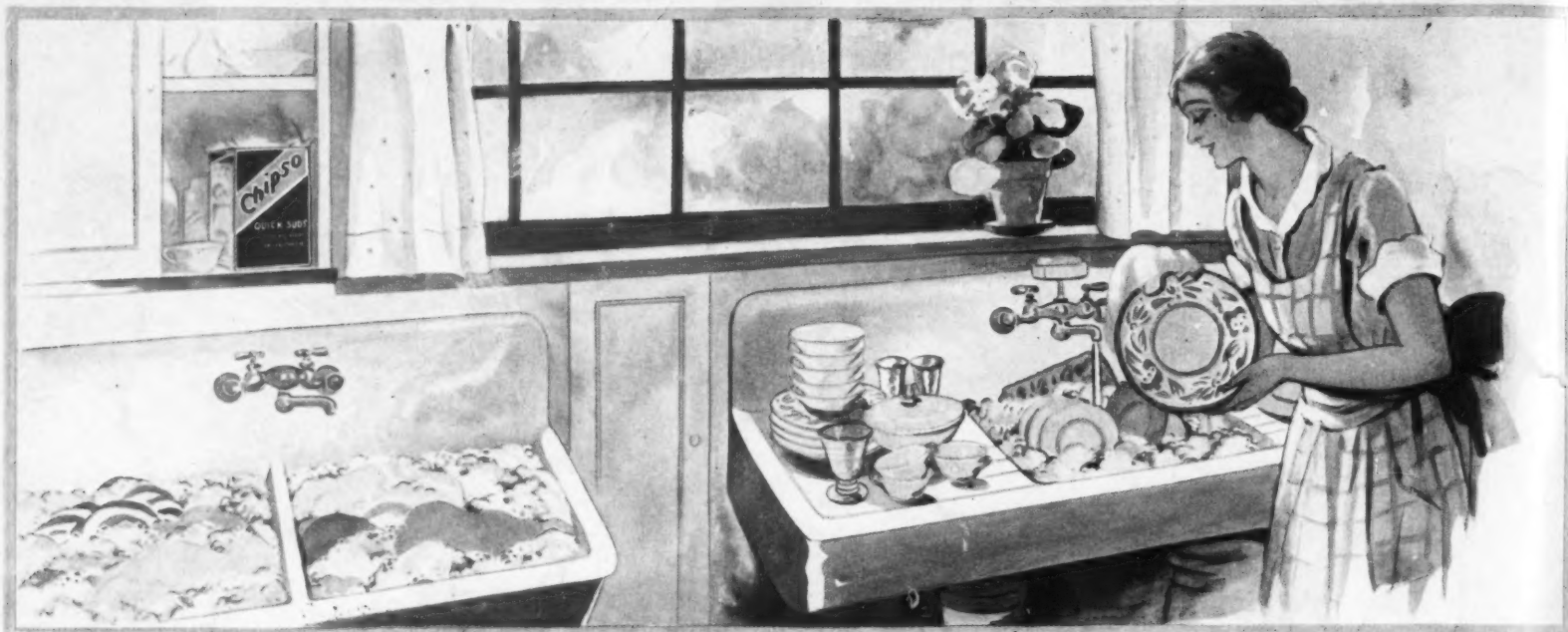
is an effective antiseptic and germicide \* which immediately strikes at the cause of odors. Furthermore, it is a powerful deodorant, capable of overcoming even the scent of onion and fish.

Keep Listerine handy in home and office. Carry it when you travel. Take it with you on your vacation. It is better to be safe than snubbed. Lambert Pharmaceutical Company, St. Louis, Mo., U. S. A.

\* Full strength Listerine is so safe it may be used in any body cavity, yet so powerful it kills even the stubborn B. Typhosus (typhoid) and M. Aureus (pus) germs in 15 seconds. We could not make this statement unless we were prepared to prove it to the entire satisfaction of the medical profession and the U. S. Government.

**GREAT!**

That's what men say about Listerine Shaving Cream, so soothing, so refreshing.



## These *richer* suds loosen dirt without work, because they *last*!

The puffy, light, momentary suds that some soaps give leave the really hard work of washday to *you*—loosening the dirt by washboard rubbing or boiling in a steamy kitchen.

Chipso suds do the hard work *for you*—they can *soak* all the dirt loose because they are so rich and *lasting*.

Chipso gives instant suds of course. But more important—notice what kind of suds they are. Not just puffy, airy suds, but rich suds that *last* until the work is done.

If you soak your clothes in Chipso suds, in 20 minutes dirt is loosened. (If you prefer to soak over-night, you can revive Chipso suds simply by adding hot water—no need for fresh suds or more soap.) Then, all you need to do is squeeze these foamy, billowy suds through the clothes, rubbing lightly on the extra-soiled spots. And the dirt floats out. It's really as easy as that.

### *A shorter run in the washing machine too*

Millions of women use Chipso in their washing machine because it is the quickest, most convenient soap they have found to make rich suds that last throughout the run—suds that don't fall down even when you wash.

**Chipso—hot water  
—instant suds**



Chipso in washing machines is the quickest, most convenient way to make rich suds that last throughout the run.

more than one batch of clothes in the same suds.

And they find too that a 20-minute Chipso soaking before they start the motor loosens the dirt so thoroughly that they get clean clothes with half the power.

### *Quicker for dishwashing*

Lively, lasting Chipso suds can soak the greasy traces off your dishes in a twinkling. Try Chipso soaking for china while you rinse the glass, for pots and pans while you rinse the china. The grease seems to fade away in these rich suds, and your hands need hardly be in the hot water at all.

And Chipso is such a thrifty worker that the big box does about five average week's washings unless your water is very hard—a month of dishwashings!

PROCTER & GAMBLE

FREE: Saving Golden Hours—“How to take on 15 common stains . . . save clothes by soaking . . . lighten washday labor.” Problems like these, together with the newest laundry methods are discussed in a free booklet—*Saving Golden Hours*. Send a post card to Winifred S. Carr (Dept. CM-69), Box 1801, Cincinnati, Ohio.

**Soaks clothes clean  
Dishes 1/3 less time**



The most amazing success in the history of household soap